



# JACK DOYLE

## MONROE COUNTY EXECUTIVE

**For Immediate Release:**

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### **COUNTY FORMS WATER COLLABORATIVE**

*Resources joined to improve water quality education*

Monroe County Executive Jack Doyle today announced the formation of a Water Education Collaborative to combine the resources of existing public and private organizations to increase the effectiveness and prevalence of water quality education.

"Now the county will have several agencies working in tandem to help implement important water quality outreach programs," said Doyle. "This Collaborative effort will help us achieve our educational goals more efficiently."

Monroe County will contract with the Rochester Museum & Science Center to host the Collaborative which will plan, coordinate, fund and implement several programs recommended in the Rochester Embayment Remedial Action Plan. These programs will communicate accurate information on the condition of water and waterways, and encourage the public to take actions to improve and protect the water quality in their homes, lawns and community.

"We have seen the value of partnering to serve the greater Monroe County community, and know the importance of clean, fresh water to the future of our region," said Kate Bennett, President, Rochester Museum & Science Center.

"Municipalities have already indicated an interest in using the Collaborative to assist them in meeting education and public outreach requirements of the new Environmental Protection Agency's (EPA) Phase II Stormwater Regulations," said Doyle.

In addition, copies of the Water Quality Opinion Survey 2000 were distributed at the news conference. The survey explores public attitudes and knowledge regarding water quality in Monroe County. Highlights of the survey indicated:

- 93% of respondents think people in the community need to learn more about how to keep water clean;

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- 49% of respondents said “yes” or “maybe” when asked if they would be interested in volunteering for projects that protect water quality.

The survey was prepared by the Monroe County Department of Health and the State University of New York College at Brockport. Call 274-8441 to request a copy.

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*For further information, call:*

*Communications and Special Events, 428-2380*

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